

SBIR SWIFT TOUR Conference
September 11, 12, 13, 2006
GranTree Inn, Best Western - Bozeman

1325 North 7th Avenue
Bozeman, MT 59715
(800) 624-5865

September 11th	Agenda	
8:00 to 9:00 a.m.	Registration for Pre-Conference	
9:00 to 10:30 a.m.	The STTR Funding Opportunity Aspen/Tamarack Conference Room	Small Business Technology Transfer (STTR) grant opportunities require collaboration between a small business and a research institute (i.e. a University researcher). As a result, the grant program is often overlooked. This workshop differentiates STTR from its cousin, the Small Business Innovation Research (SBIR) program. It addresses the intellectual property issues of a joint project, and provides participants with resources, tips, and tasks for success.
10:45 to 3:30 p.m. 12:30 to 1:00 p.m. 3:30 to 3:15 p.m.	Government Accounting for Small Business At a Level You Can Actually Use Box Lunch Aspen/Tamarack Conference Room Break	Designed to demystify government accounting and bookkeeping, this workshop will walk you through real-life, detailed exercises using simulated data, providing you with material you can put to use immediately in your office. You will learn how to develop a bookkeeping/accounting system that positions your company to receive and manage government grants and contracts. Major topics include chart of accounts, direct vs. indirect costs, determining indirect rates, billings records and timesheets, budget development and management, and accounting software options.
3:45 to 5:15 p.m.	Intellectual Property Made Understandable Building & Protecting Your IP Value Aspen/Tamarack Conference Room	This workshop will cover the various aspects of IP strategy development so you will leave with baseline information for determining whether and how you can register and protect your IP. Patents, trademarks, copyrights and trade secrets will all be discussed along with a review of the motivation behind various filings, cost estimates and IP responsibilities under a federal contract. The workshop will start at a basic level and build rapidly to enable discussion of common strategic questions.
6:00 to 9:00 p.m.	Evening Reception Atrium	Meet the Program Managers and network with other companies in a relaxed social atmosphere. Hors d'oeuvres and no-host bar.

September 12th	Agenda	
7:00 to 7:30 a.m.	Registration & Continental Breakfast Madison & Lewis	
7:30 to 8:00 a.m.	Welcome, Hear from Conference Sponsors Hyalite & Clark	SBIR Program, Linda Brander EPSCoR, Gay Allison TechLink, Ray Friesenhahn
8:00 to 8:30 a.m.	David Gibson, Associate Commissioner for Research, Technology, and Communications Hyalite & Clark	Key Note Speaker
8:30 to 9:00 a.m.	JoAnne Goodnight – National Institutes of Health Hyalite & Clark	Overview of the SBIR/STTR Programs.
9:00 to 12:00 noon 10:30 to 10:45	Program Managers Presentations Break Hyalite & Clark	This is your opportunity to hear the latest detailed information from each agency's SBIR/STTR program. You will learn of program updates and become familiar with each agency's particular focus area regarding SBIR/STTR projects.
9:00 to 12:00 noon	One-on-One Meetings Aspen & Tamarack	Be sure to schedule an appointment with a federal program manager, but you must be prepared to deliver your pitch in 10 minutes and you must have reviewed the agency's solicitation before the meeting. For details regarding appointments go to: http://www.medamembers.org/swiftoneonone.html
12:00 to 1:00 p.m.	Lunch Madison & Lewis	Table discussions with Program Managers and Prime Contractors.

1:15 to 2:45 p.m.	Working with Prime Contractors Hyalite & Clark	Working with Prime Contractors Working with a large corporation as a commercialization partner can be a major advantage for most SBIR/STTR awardees in winning Phase II and going on to Phase III. For DoD SBIR, such collaborations with Primes may be critical. Did you know that a large corporation can be your subcontractor on an SBIR? So how does a small company even approach a major corporation such as Boeing or Raytheon? In this seminar, representatives from several major Prime Contractors will present information on what their companies are looking for in potential Small Business partners and subcontractors, and how best to approach these companies.
2:45 to 3:15 p.m.	Break	
3:15 to 5:15 p.m.	SBIR Data Rights Aspen	SBIR Data Rights – A Critical Commercialization Concern Do you include the “7018 Clause” on all your SBIR reports, deliverables, and follow-on contracts? Why did the Night Vision Case cause so much concern in the SBIR community? While most government contracts for R&D give the government ownership of technology and IP developed under that contract, Congress has granted small businesses special rights under the SBIR program, termed SBIR Data Rights. In this seminar, you will learn about the importance of protecting those rights, and how to do so, as part of your larger IP strategy that may include patents, trade secrets, copyrights, and more. This seminar will begin with a presentation by David P. Metzger , partner at Holland & Knight law firm, who practices in the area of government contracts. His practice concentrates on all aspects of federal government contracting law, including litigation, bid protests, claims, and contract administration issues. He is a frequent speaker at national conferences in the area of SBIR Data Rights and related subjects. An ensuing panel discussion will also include Marti Elder , a regional consultant with expertise in IP and Commercialization Strategies, and additional panelist TBA.
3:15 to 5:15 p.m.	Effective SBIR Proposal Writing Tamarack	Generating Competitive DoD SBIR Phase I Proposals This workshop will give you insight and tools to help construct a competitive DoD SBIR Phase I proposal. The workshop will be based on an analysis of the purpose and impact of each section of the proposal, how the sections must tie together, and the importance of the abstract in grabbing your reviewer’s attention. This workshop will be led by Dr. Mitchell K. Hobish of Sciential Consulting . In addition to his broad range of consulting services to NASA, other government, commercial and private sector clients, Dr. Hobish has helped dozens of small businesses win DoD Phase I and II SBIR awards through his consulting services to TechLink .

SBIR SWIFT TOUR Conference

Holiday Inn

5 Baxter Lane

Bozeman, MT 59715

406-587-4561

September 13th

Agenda

7:00 to 8:00 a.m.

**Registration for
Post-Conference**

8:00 to 4:00 p.m.

**Phase II Proposal
Workshop**

Montana/State

noon – 1:00 p.m.

Lunch

Poolside

3:00 to 3:15 p.m.

Break

[Greenwood Consulting Group](#)

Once you've won that Phase I SBIR or STTR award, do you think you just need to complete the R&D work in order to win that Phase II award? Hardly! Only 1/3 to 1/2 of Phase I awardees go on to win that all-important Phase II contract or grant, often worth \$750,000 or more, and it's not just because so few proved feasibility of their idea in Phase I. Each agency has different requirements and/or processes for Phase II, some requiring an invitation before you can even submit that Phase II proposal, and all requiring a compelling Commercialization Plan in order to win. This is where you find out not only how to frame that Phase II proposal in a way that makes the agency want to fund it, but also what you should be doing from Day 1, when you just learn you've been selected for that Phase I award, to increase your chances that you will go on to win the Phase II award, and continue on into Phase III (Commercialization).